

Approved
10/10/2016

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV = Raleigh, NC

Date:

10/10/2016

I, STRATEGIC MEDIA PLACEMENTbeing/on behalf of: PAT MCCRORYa legally qualified candidate of the REPUBLICANpolitical party for the office of: NC GOVERNORin the GENERALelection to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See Attached			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

PAT MCCRORY

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN MASSACHI, TREASURER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/7/16 8/1/16 A. S.
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected
Marion Bell Marion Bell Sales Manager
Signature Printed Name Title
David 10/10/16 Director
10/10/16

CONTRACT



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 163930 /		<u>Alt Order #</u> 08254025
<u>Product</u> MCCRORY 10/10		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 4507
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 05/23/16 / 10/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/11/16	10/14/16	WRAL AM News 6-7a	6a-7a		:30				NM	5	\$2,250.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-TWTF--				5	\$450.00				
N 2	WRAL	10/11/16	10/14/16	Today Show	7-9a		:30				NM	4	\$2,200.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-TWTF--				4	\$550.00				
N 3	WRAL	10/11/16	10/14/16	Today Show II	9a-10a		:30				NM	5	\$2,250.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-TWTF--				5	\$450.00				
N 4	WRAL	10/15/16	10/15/16	WRAL News 6a-8a	6a-8a		:30				NM	2	\$200.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-----2-				2	\$100.00				
N 5	WRAL	10/15/16	10/15/16	Saturday Today- 2 Hours	8a-10a		:30				NM	2	\$800.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-----2-				2	\$400.00				
N 6	WRAL	10/16/16	10/16/16	WRAL News Sunday	7a-9a		:30				NM	2	\$300.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-----2				2	\$150.00				
N 7	WRAL	10/16/16	10/16/16	Meet The Press	10-11a		:30				NM	1	\$600.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	-----1				1	\$600.00				
N 8	WRAL	10/11/16	10/14/16	WRAL Noon News	12-1p		:30				NM	4	\$1,400.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

Contract / Revision	Alt Order #
163930 /	08254025

Contract Dates	Product	Estimate #
10/11/16 - 10/17/16	MCCRORY 10/10	4507

Advertiser	Original Date / Revision
Pat McCrory for Governor	05/23/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$350.00				
N 9	WRAL	10/11/16	10/14/16	Dr. Phil	3-4p		:30				NM	4	\$500.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$125.00				
N 10	WRAL	10/11/16	10/14/16	WRAL 4p News	4-5p		:30				NM	4	\$500.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$125.00				
N 11	WRAL	10/11/16	10/14/16	WRAL 5p News	5-530p		:30				NM	4	\$1,700.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$425.00				
N 12	WRAL	10/11/16	10/14/16	WRAL 530p News	530-6p		:30				NM	4	\$4,400.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$1,100.00				
N 13	WRAL	10/11/16	10/14/16	WRAL 6p News	6p-6:30p		:30				NM	4	\$6,000.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$1,500.00				
N 14	WRAL	10/15/16	10/15/16	WRAL SAT 6pm News	6-630p		:30				NM	1	\$475.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$475.00				
N 15	WRAL	10/11/16	10/14/16	Inside Edition	7-730p		:30				NM	4	\$3,600.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$900.00				
N 16	WRAL	10/11/16	10/16/16	Late News	11-1135p		:30				NM	5	\$5,000.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				5	\$1,000.00				
N 17	WRAL	10/12/16	10/12/16	Wednesday Hr 3	10-11p		:30				NM	2	\$4,500.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--2----				2	\$2,250.00				
N 18	WRAL	10/17/16	10/17/16	Voice Monday	8-10p		:30				NM	1	\$4,000.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$4,000.00				
N 19	WRAL	10/15/16	10/15/16	Notre Dame Football	730-11p		:30				NM	1	\$400.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S-				1	\$400.00				
N 20	WRAL	10/17/16	10/17/16	Today Show	7-9a		:30				NM	2	\$1,100.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u>	<u>Alt Order #</u>
163930 /	08254025

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	MCCRORY 10/10	4507

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pat McCrory for Governor	05/23/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				2	\$550.00				
N 21	WRAL	10/17/16	10/17/16	WRAL Noon News	12-1p		:30				NM	1	\$350.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$350.00				
N 22	WRAL	10/17/16	10/17/16	Dr. Phil	3-4p		:30				NM	1	\$125.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$125.00				
N 23	WRAL	10/17/16	10/17/16	WRAL 4p News	4-5p		:30				NM	1	\$125.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$125.00				
N 24	WRAL	10/17/16	10/17/16	WRAL 5p News	5p-530p		:30				NM	1	\$425.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$425.00				
N 25	WRAL	10/17/16	10/17/16	WRAL 530p News	530-6p		:30				NM	1	\$1,100.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$1,100.00				
N 26	WRAL	10/17/16	10/17/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$1,500.00
Q4 CANDIDATE RATE CARD V9.15 CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$1,500.00				
							Totals	0.00					\$45,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	67	\$45,800.00	(\$6,870.00)	\$38,930.00
Totals	67	\$45,800.00	(\$6,870.00)	\$38,930.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.